Cat. 1930

DeVilbiss

Print
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SEP 9 1935

PATENT OFFICE
SEP 9 1935
DESIGN DIV.

DeVilbiss Perfume Sprays

SUCCEEDING generations are finding new appreciation and new uses for DE VILBISS Perfume Sprays which for years have been an outstanding popular toilet accessory.

The application of face lotions, liquid cosmetics, brilliantines and other charm-enhancing preparations in daily use by the modern woman is much more satisfactorily accomplished with a DE VILBISS spray than by any other device or method. The constant utility of the spray embraces a wide range of services to both sexes beyond the traditional use of the spray for the application of perfumes and scents. The purchase of a DE VILBISS spray involves the purchase also of whatever is used in it, and thus provides a profitable companion sale for the dealer.

New, improved DE VILBISS styles afford a still greater beauty and a more complete serviceability, making DE VILBISS sprays still more conspicuous among the very few lines which possess a year-round salability and a powerful merchandising force that can be potently applied by the mere display of the article. A DE VILBISS spray provides a perfect gift for any gift occasion at any time. A comparatively small stock provides ample variety for selection. The price range fits every requirement. You can buy DE VILBISS sprays with confidence and sell them with satisfaction and profit.

THE DE VILBISS COMPANY
TOLEDO, OHIO, U. S. A.

New York ✣ Chicago ✣ San Francisco ✣ London ✣ Paris ✣ Windsor, Canada

CATALOG NO. 30

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Printed in U. S. A.

DE VILBISS PERFUME SPRAYS

No. OO-60

No. OO-61

No. OO-62

No. OO-63

No. OO-64

No. OO-65

No. OO-59

No. OO-58

No. OO-57

No. OO-68

No. OO-67

No. OO-66

The DE VILBISS Sprays on this page reveal materials and workmanship of quality seldom employed in the manufacture of articles in this price class.

All metal parts of these and all other DE VILBISS Perfume Sprays, except the chromium-plated numbers, are plated with 24 kt. gold. The bulbs are covered with a durable knitted net. The designs are varied and artistic.

RETAIL PRICE OF SERIES "OO" SPRAYS 50 CENTS EACH

DeVILBISS PERFUME SPRAYS

DEVILBISS Perfume Sprays are arranged in assortments to make it easy for the retailer to select a comprehensive, adequate stock of the most attractive and salable sprays in the popular price classes. Each item in the assortment is carefully selected for popularity, intrinsic worth and merchandising value.

No. B-76
Green
No. B-77
Orchid

No. B-78

No. B-72

No. B-73

No. B-74

No. B-75

No. B-79

No. B-82

No. B-70

No. B-71

No. B-67
Orchid
No. B-66
Yellow

No. B-69
Green
No. B-68
Red

DEVILBISS Perfume Sprays illustrated on this page represent remarkable value. There are fifteen numbers in this series, all in varied colors and designs.

Sprays may be ordered individually by giving series number. If the assortment of the twelve sprays illustrated on this page is desired, time may be saved and a well-rounded stock of these special dollar numbers may be obtained by ordering "Assortment No. 800", the retail value of which is $12.00. An attractive display card is packed with each assortment.

RETAIL PRICE OF SERIES "B" SPRAYS $1.00 EACH

DE VILBISS PERFUME SPRAYS

An ultra-modernistic note is expressed in the design of many of the beautiful DE VILBISS Sprays presented on this page. While the price of the sprays in this group remains at the popular level, the sprays afford the unique beauty of genuine art objects and are available in a wide range of color and style including richly cut glass. Materials and workmanship in every detail are of the finest.

No. D-68

No. D-69

No. D-77

No. D-76

No. D-64

No. D-65

No. D-75

No. D-66

No. D-74

No. D-70

No. D-67

No. D-71

No. D-72

No. D-73

RETAIL PRICE OF SERIES "D" SPRAYS $2.00 EACH

DE VILBISS PERFUME SPRAYS

Super-refinement in design is exemplified in the beautiful proportions, exquisite colorings, and charming lines of the DE VILBISS Sprays grouped in this price class. DE VILBISS designers have here employed most effectively the modish curved lines and globular forms so dear to the true connoisseur. Pleasing innovations in the art of glass cutting adorn some numbers.

No. F-91

No. F-86

No. F-85

No. F-90

No. F-83

No. F-84

No. F-89

No. F-81

No. F-80

No. F-82

No. F-92

No. F-79

No. F-77

No. F-78

RETAIL PRICE OF SERIES "F" SPRAYS $3.50 EACH

DE VILBISS PERFUME SPRAYS

No. G-96
Pink
No. G-97
Green

No. G-88

No. G-87

No. G-89

No. G-94
Green
No. G-95
Yellow
No. G-93
Pink

No. G-102

No. G-103

The No. G-98 Series shown at the right meets the very necessary requirements of practical serviceability and real dependability in a perfume spray of miniature size that can be conveniently carried in pocket or purse. DE VILBISS has consistently refused to offer such a number until this constant and permanent satisfaction in ownership could be assured.

No. G-101
Lapis Blue and
Chromium
No. G-98
Jade and Gold
No. G-99
Ruby and Gold
No. G-100
Ebony and
Chromium

No. G-85

No. G-90

No. G-86

No. G-91

No. G-84

Many of the DE VILBISS Perfume Sprays shown on this page are equipped with a simple but positive closure device which prevents leakage and evaporation. Others employ the new pump operating device. DE VILBISS designers have made these features not only mechanically perfect, but they also contribute to the uniqueness and beauty of the article.

No. G-92

RETAIL PRICE OF SERIES "G" SPRAYS $5.00 EACH

DeVILBISS PERFUME SPRAYS

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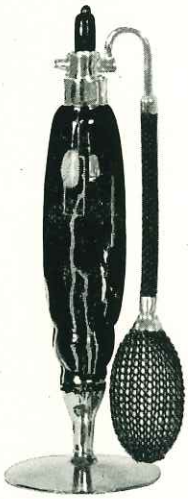


No. J-80
Black
No. J-79
Green

No. J-71
Green
No. J-72
Orchid
No. J-73
Blue

No. J-77
Orchid
No. J-78
Green

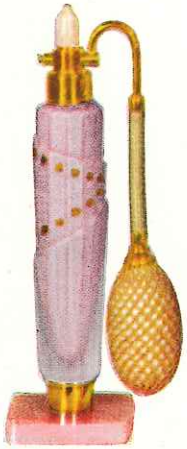
No. J-70
Yellow
No. J-68
Black
No. J-69
Orchid

No. J-76
Rose
No. J-74
Green
No. J-75
Yellow

Various new and beautiful materials are employed in the creation of the DE VILBISS Perfume Sprays shown on this page.

A new startling beauty is achieved in this product, and a wider range of variety is afforded the selection of the purchaser.

No. L-63
Black
No. L-64
Rose
No. L-65
Green



No. L-60
Orchid
No. L-61
Green
No. L-62
Rose

All numbers on this page are closure equipped. Hand crocheted silk nets add to the beauty and durability of these numbers. Platinum is employed for glass decoration on some numbers where the color harmonizes with the design.

No. L-66
Green
No. L-67
Orchid
No. L-68
Black

RETAIL PRICE OF SERIES "J" SPRAYS $7.50 EACH

SERIES "L" SPRAYS $10.00 EACH

DE VILBISS PERFUME SPRAYS

DE VILBISS Perfume Spray Assortments are selected and arranged so as to constitute a rich, colorful, sales-compelling display of these alluring toilet table necessities. When you buy a DE VILBISS Assortment you are getting the most popular numbers, the most generous values, and such a stock as will profitably beautify the store or department in which the merchandise is displayed.

No. 00-60

No. 00-65

No. 00-66

No. 00-68

No. 00-57

No. 00-59

No. B-70

No. B-71

No. B-74

No. D-69

No. B-75

No. B-73

No. B-72

No. B-78

No. D-74

No. F-85

No. F-91

No. D-75

No. B-79

DE VILBISS Perfume Spray Assortment No. 1600, illustrated on this page, consists of nineteen sprays in varied beautiful designs and colors as follows: 6 Series 00 Sprays, retail price 50 cents each; 8 Series B Sprays, retail price $1.00 each; 3 Series D Sprays, retail price $2.00 each; 2 Series F Sprays, retail price $3.50 each.

An attractive display card is packed with each assortment.

Sprays may be ordered individually, if the entire assortment is not desired, by giving series number. An order for assortment No. 1600 includes the nineteen sprays illustrated on this page.

DE VILBISS PERFUME SPRAY ASSORTMENT NO. 1600. RETAIL VALUE $24.00

DE VILBISS PERFUME SPRAYS

No. 00-66 No. 00-68 No. 00-65

Quick turnover is assured when the dealer stocks a DE VILBISS Perfume Spray Assortment. Every number has been selected for its appeal to the discriminating shopper.

No. 00-60 No. 00-57 No. 00-59

No. B-67
No. D-64
No. B-69
No. B-76
No. B-78
No. B-82
No. B-79
No. B-70
No. B-71
No. B-74
No. B-73
No. B-72
No. B-75
No. D-75
No. D-73
No. F-84
No. F-91
No. F-92
No. D-77
No. D-69
No. D-68

DE VILBISS Perfume Spray Assortment No. 2500, illustrated on this page, consists of twenty-seven sprays of beautiful assorted styles and colors as follows: 6 Series 00 Sprays, retail price $.50 each; 12 Series B Sprays, retail price $1.00 each; 6 Series D Sprays, retail price $2.00 each; 3 Series F Sprays, retail price $3.50 each. Great care has been used to select the most popular, quick-selling numbers. An attractive display card is packed with each assortment. Sprays may be ordered individually, if the entire assortment is not desired, by giving series number. An order for Assortment No. 2500 includes the twenty-seven sprays illustrated on this page.

DE VILBISS PERFUME SPRAY ASSORTMENT NO. 2500. RETAIL VALUE $37.50

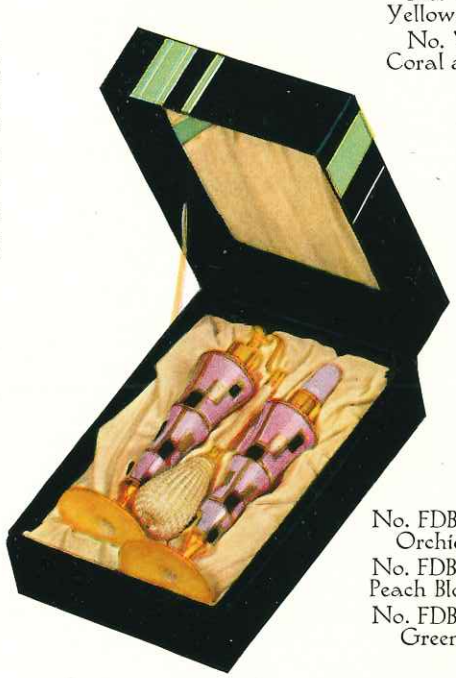
DeVILBISS PERFUME SPRAYS

No. VS-502
Green
No. VS-503
Orchid
No. VS-504
Black

No. VS-352
Blue and Silver
No. VS-351
Black and Silver
No. VS-353
YellowandGold
No. VS-354
Coral and Gold

Powder jars and perfume droppers are always appropriate and appreciated additions to toilet equipment, complementing the beauty and utility of DEVILBISS Perfume Sprays.

No. GDB-96
Pink
No. GDB-97
Green



No. FDB-95
Orchid
No. FDB-94
Peach Bloom
No. FDB-93
Green

The outstanding salability of DE VILBISS Perfume Sprays as gifts for all occasions is translated into an active, powerful merchandising force by the creation of the beautifully packaged sets and units shown on this and the following page.

RETAIL VALUE OF SERIES VS-500 VANITY SETS . . . . . $ 5.00
RETAIL VALUE OF SERIES VS-350 VANITY SETS 3.50
RETAIL VALUE OF SERIES GDB SPRAY AND DROPPER SETS . . 10.00
RETAIL VALUE OF SERIES FDB SPRAY AND DROPPER SETS . . . 7.50

DeVILBISS PERFUME SPRAYS

No. VS-1251
Orchid
No. VS-1252
Green
No. VS-1253
Pink

No. GGB-8184
Black
No. GGB-8285
Rose
No. GGB-8386
Green

No. NDB-55
Green
No. NDB-56
Orchid

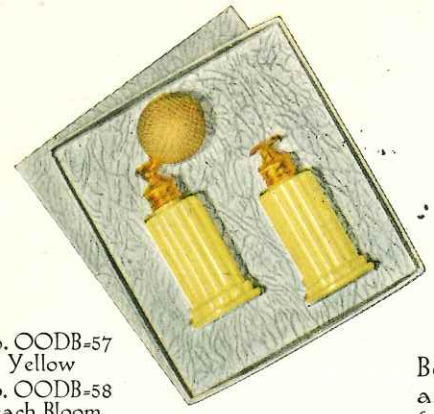
Platinum is employed in the decoration of some of these sets. The bulb nets are hand crocheted silk.

No. VS-1502
Pink
No. VS-1501
Black
No. VS-1503
Orchid
No. VS-1504
Green

DE VILBISS designers have employed the same high talent in the creation of these supplementary articles, that has made DE VILBISS sprays outstanding for years in the realm of artistic achievement. The gift presentation boxes in which these sets are packaged conform in every way with the beauty and charm of the items themselves.

RETAIL VALUE OF SERIES VS-1250 VANITY SETS	$12.50
RETAIL VALUE OF SERIES GGB PERFUME SPRAY SETS	10.00
RETAIL VALUE OF SERIES NDB SPRAY AND DROPPER SETS . .	25.00
RETAIL VALUE OF SERIES VS-1500 VANITY SETS	15.00

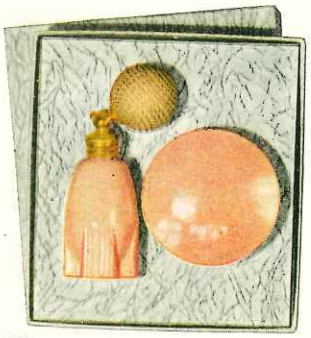
DE VILBISS PERFUME SPRAYS



No. OODB-57
Yellow
No. OODB-58
Peach Bloom

No. OODB-63
Blue
No. OODB-64
Green

Beauty of package as well as product features DE VILBISS Dropper and Vanity Sets. These popular-priced numbers make an irresistible appeal to the gift shopper because they are so luxuriously packaged for presentation. The display box constitutes a powerful merchandising aid.

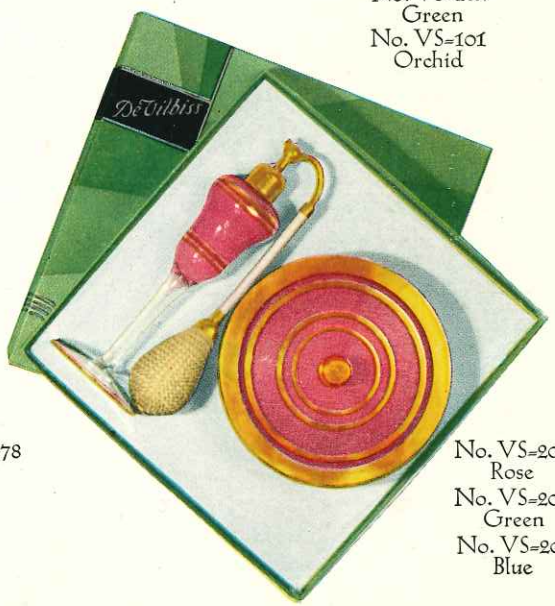


No. VS-104
Peach Bloom
No. VS-103
Yellow

No. VS-102
Green
No. VS-101
Orchid

No. BDB-76
Green
No. BDB-77
Orchid

No. BDB-78
Yellow
No. BDB-79
Peach Bloom
No. BDB-82
Black



No. VS-201
Rose
No. VS-202
Green
No. VS-203
Blue

DE VILBISS Dropper and Vanity Sets come in a wide variety of design and color. Each set is packed in an individual display box. The inexpensive styles shown on this page are very popular this season. They are made with 24 Kt. plated gold metal parts and have silk nets on the bulbs. Stock some sets this year and get business that otherwise would not come to you.

RETAIL VALUE OF SERIES OODB SPRAY AND DROPPER SETS $1.00
RETAIL VALUE OF SERIES VS-100 VANITY SETS $1.00
RETAIL VALUE OF SERIES BDB SPRAY AND DROPPER SETS $2.00
RETAIL VALUE OF SERIES VS-200 VANITY SETS $2.00

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